

ON - THE - FIRING - LINE

DEVOTED TO THE INTERESTS OF RICHMOND'S WHOLESALERS, MANUFACTURERS AND COMMERCIAL TRAVELERS



In this column, which appears every Sunday, Wednesday and Friday, will appear news and short articles of special interest to merchants, their salespeople and business men and women in general.

"COMPLETE SATISFACTION"

BUILT A \$150,000 GROCERY

An annual business of \$150,000 is one which many a grocery store, located in a large city, would be glad to claim for its own; but to accomplish it in a town of 7,000 automatically stamps the organization as being distinctly above the average. Maryville, Mo., is the town in question and Schumacher's is the store. Moreover, the \$150,000 was attained last year without price-cutting of any kind—simply through rigid adherence to the principle of giving value received.

"We have made it our business to study the sources of supply and to get good values—even if we have to pay a higher price and charge our customers accordingly," states Edward Schumacher. "By doing this we can tell our customers exactly what to expect and we can guarantee satisfaction. Of course, we have low-priced goods as well as the high-priced lines, but that portion of our business is gradually giving way to the better class, for we tell our patrons plainly that they get just what they pay for."

"We never make a special price. We watch our stock closely and if any goods are found to be damaged through the manufacturer's fault we return them. If the damage is due to a fault of our own we simply haul the questionable goods out to the dump heap, figuring that we cannot afford to take the slightest chance even though we gave the customer a discount."

"If a customer has any fault to find with goods purchased from us, we take them back without argument. It is always safe—for business purposes—to assume that the customer is right and, living up to this principle, we naturally do our buying from houses that make the same sweeping guarantee."

"It is a mistake to suppose that the ordinary trade does not appreciate the ultimate economy of high quality. A farmer's wife came in the other day and asked for the highest priced sardines, adding that she found them cheaper than the twenty-cent ones. We used to throw some of the cheap ones away," she explained, "but these forty-cent ones are so good that we eat every morsel, even down to the last drop of oil."

Thus, never stressing prices but always assuring complete satisfaction, the Schumachers have gradually drawn to their store the allegiance of families who trust them implicitly. Sales put on by the other groceries in Maryville do not tempt the Schumachers away, for they have learned by experience that Schumacher's gives them what they pay for—value for every penny they spend. Which is the reason for the \$150,000 business in a town of 7,000 people—or more than \$20 a year per person.

TO REDUCE NUMBER OF CHECKS OFFERED

The person who intends to present a check to the Coulter Dry Goods company, Los Angeles, Cal., reads this sign at one side of the cashier's office:

"We investigate all checks before cashing them. If not agreeable, do not present them."

As about the only person who could seriously object to the sign, who should not present a check, the sign does more good than harm.

The Roberts hotel, Provo, Utah, has another plan that might well be adopted by retailers who have been "stung" through cashing worthless checks. Along the front of the cigar case is a row of checks that have come back with notations such as "cause cold chills to run down the back of the man who loses the money on them." As these are in plain view of patrons they are an eloquent argument against promiscuous cashing of checks.

CHURCH USES ADVERTISING TO FIND A NEW PASTOR

In the old days when a congregation lost its pastor they gathered together and prayerfully besought the guiding hand of another, possibly adding a letter or two suggesting to clergymen outside the community that the opening existed.

But times have changed—at least in Phoenix, Ariz.

The Rev. John Logan Marquis recently announced that he had accepted a call to another pastorate, and that he would leave the First Presbyterian church on November 1. Not content to await his actual departure, the church authorities immediately sanctioned the publication of and payment for a series of advertisements, designed to call attention to the opening and secure the services of a successor.

The church does not, however, work on the assumption that it can secure a minister merely by publishing the fact that a vacancy exists. It makes every effort to sell the advantages of the position by calling attention to the desirability of Phoenix as a place of residence and stating that "our church has had but four pastors during the last twenty-seven years."

"Our church building is not mod-

ern," admits the announcement, "but the erection of a new structure is one of the things on our program for the near future, when conditions are favorable. We want a pastor filled with the spirit of the Lord and with energy for his work. Phoenix is a fine field for men and a pastor should be equipped with special ability to attract and organize them."

Already the replies received indicate that the church will have but little difficulty in securing the pastor it wants, thus scoring another point for advertising in an unusual field.

RICH SETTING PROVIDED FOR RUG COLLECTION

The Fraser-Patterson company, of Seattle, Wash., has opened an Oriental rug department on the fourth floor of the store, which has been transformed into a picture-sque Turkish rug market, with the slender arches and swinging lamps of a Moorish temple as background for the rich fabrics. Panels in the temple walls are decorated with pictures of the tribes of the desert.

On the occasion of the opening of this department his newspaper advertisements, carrying a sketch of the temple with its display of rugs appeared in the Seattle papers and crowds flocked to the section for days.

C. W. Dolan, head of the department, has spent years getting the collection together and it is said to be one of the very best in the country. Mr. Dolan has specialized on Persian, Turkish, Turkoman, Caucasian and Chinese rugs. Prices range from \$12 to \$4800.

TWENTY FACTORIES RE-OPEN IN LILLE

Colleges Open With Good Registration—Many Girls Enter Technical Schools.

Lille, Nov. 4.—Twenty factories in Lille, among the hundreds of factories there before the war, have been reopened and are now running on a reduced scale, says Evelyn W. Fox, director of Y. W. C. A. work in the liberated regions of France.

Neither the telephone nor the street car system is running yet, though approximately 150,000 of the 220,000 inhabitants have returned to the city. Factories are being rebuilt as rapidly as is possible but the destruction is so complete in the manufacturing district that it will take months to get them reopened while in some of the smaller surrounding towns such as Arras and Valenciennes there is no hope of getting them in operation within a long period of time.

Altogether 1,500 large buildings have been rendered useless in this city which was the fifth city in France before the war and known everywhere as one of the big manufacturing centers for twine, linen and cotton thread, weaving and metallurgical industries.

The population, being largely of working or commercial people, is, therefore, still without work save such as are engaged in reconstruction work and the result that 30,000 people are still receiving government allowances.

Despite the industrial paralysis, colleges and educational institutions



ARA MISSION.—The poetic charm and historic interest AILORS OF PACIFIC FLEET VISIT SANTA BARR attracted many members of the fleet. The mission was but surrounded the most famous of California missions. The bells used to call the Indians to de- founded in 1786 by Father Junipero Serra of the Fra vices have been held continuously since it opened. cations. Santa Barbara is the only mission where ser

—for Lille is one of the big educational centers in France—were opened October 1st and show a very good registration. This is particularly true of the technical schools, French girls are taking up professions as never before due to the fact that they must support themselves for the rest of their lives, Miss Fox says.

The University of Lille comprises schools of law, medicine, science and the fine arts. There are six municipal high schools in the city, fifty elementary free schools, twenty-five girls' schools, all of which give free evening courses, and a number of special schools such as the Industrial School of Northern France.

In order to help solve the housing problem for women students the American Y. W. C. A. has opened a student hostel near the university. The house has living accommodations for forty girls and serves meals to triple that number. It is lodged in a house formerly occupied by German officers. All the furnishings were purchased or made in Lille in order to give employment to as many persons as possible.

Hunter Kills Black Bear and Doe Deer

Tupper Lake, N. Y., Nov. 8.—Patrick McCarthy, who has lived in this village for twenty-five years and has hunted many times without having killed a deer or a bear one day last week killed a black bear weighing 450 pounds. The bear measured 7 feet four inches from tip to tip and its black fur was three inches long.

McCarthy spied the bear while

HILL'S LETTER SHOP

(Division)

Hill Directory Co., Inc.

Multigraphers of

Letters, Forms, Etc.

Addressing, Mailing.

Mailing Lists.

823 Mutual Bldg. Mad. 3375

MILITARY COMPANY AT LAWRENCEVILLE

(Special to Richmond Virginian.) Lawrenceville, Va., Nov. 9.—The national guard company was organized last night for the county of Brunswick. Edw. B. Turnbull, Jr., was elected captain; S. H. Short, Jr., first lieutenant, and Charles W. Peebles, second lieutenant. Hon. Jesse F. West and Major Marvin Smith addressed the meeting. After the company was organized Captain Turnbull stated that "Old Brunswick" had never failed and that the character of the men alone assured success of the company. The men who have joined are men of fine character and will do their duty to make the company a success. Seventy-two men have already enlisted.

Smoke
PONCICO CIGAR
7c—Three for 20c
SUPREME SATISFACTION IN EVERY PUFF.
At Your Smoke Shop.
C. W. Antrim & Sons,
Richmond, Va.

World's Tastiest Chewing Gum
HONEY FRUIT GUM
A Perfect Blend of the 5 Tastiest Fruits.
Made in Richmond By
FRANKLIN-CARO CO.

DIXIE HATS & CAPS
Manufactured in Richmond
By Etchison Hat Co., Inc.

MURPHY'S HOTEL
European Plan. **JOHN MURPHY, Founder.**
The old Richmond Resort with strictly modern buildings, fronting on three streets—Broad, Eighth and Grace—the attractive as well as business part of Richmond. Near Capitol Square.
Private and Public Dining-Rooms and Oyster and Fish Cafe.
ROOMS \$1 UP.
Ladies visiting Richmond find the Parlors, the Bridge and the Music Auditorium attractive features.
JAMES T. DISNEY, President.

SAUER'S PURE FRUIT FLAVORING EXTRACTS
BEST BY EVERY TEST
17 HIGHEST MEDALS
Largest Selling Brand in U. S.
C. F. SAUER CO. RICHMOND, VA.

The advertisements are more than type and talk

The reason that the world is so much more comfortable and convenient a place nowadays, is because advertising has made it possible for merchants and manufacturers to tell you what they have to offer, without waiting for the news to spread by word of mouth.

The advertiser has been able to tell many people at once about his goods. In this way he can sell a great many more articles in a given time and therefore more cheaply. Because of advertising it has been possible to invent, develop and market countless articles of comfort that you now think of as necessities, which some years ago even the wealthy could not have bought. It would not have paid to make a few to order.

The advertisements are something more than type and talk. They are a daily service your paper furnishes you in addition to the other important news of the world.

Pepsi-Cola

HOME INSTITUTIONS FIRST
VIRGINIA FIRE AND MARINE Insurance Co. of Richmond, Va.
(Incorporated 1832)
Assets, January 1, 1919.....\$2,445,889.22
Net Surplus.....956,350.28
Surplus to Policyholders.....1,206,350.28
Wm. H. Palmer, Pres.; E. B. Addison, V.-Pres.; B. C. Lewis, Jr., Secy.
J. C. Watson, Treas.; J. M. Leake, General Agent.

Sydner Pump & Well Co.
Artesian Well Drillers
Gasoline Engines, Windmills, Tanks, Etc.
Write For Our Water System Catalog.
Richmond, Va.